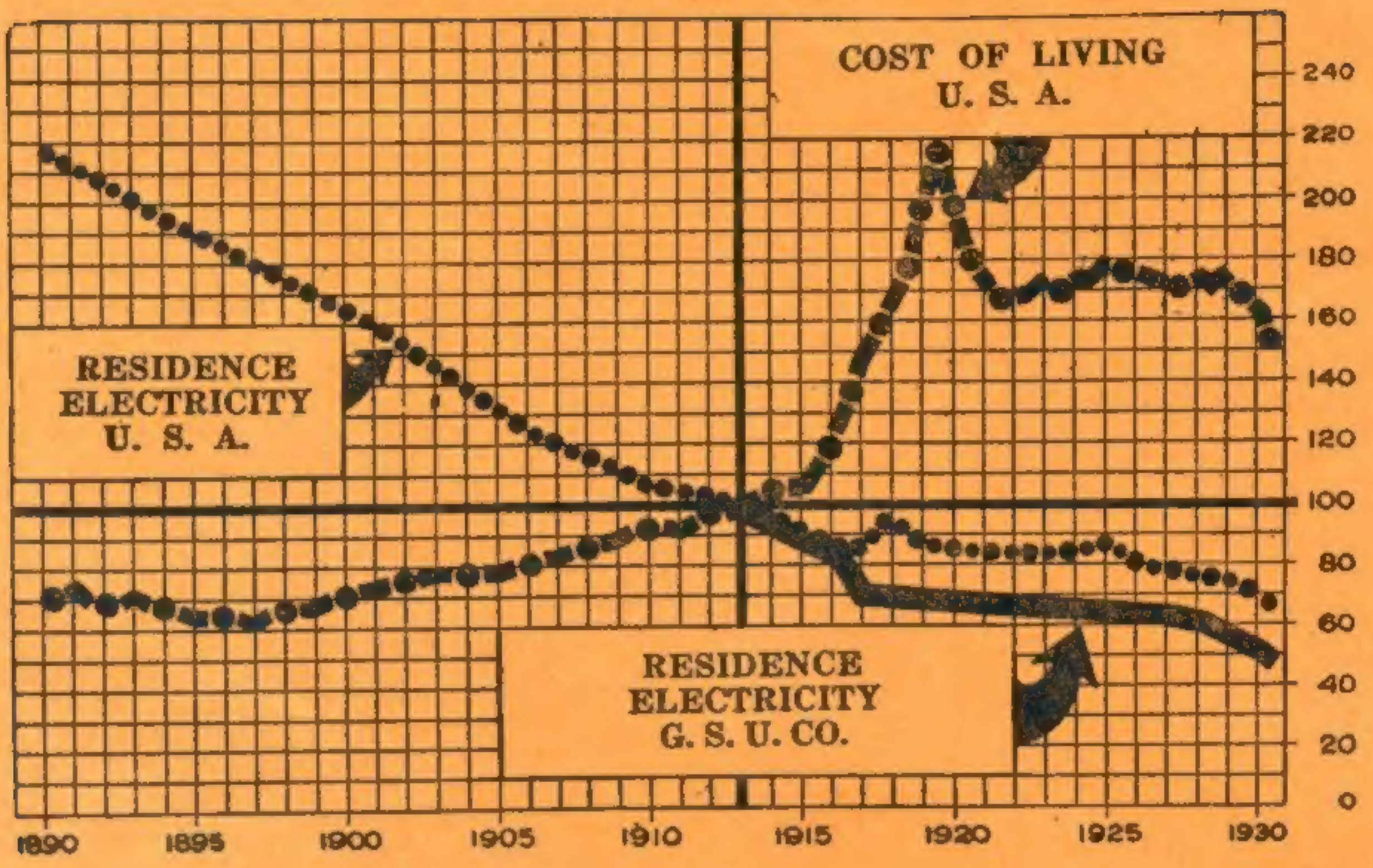


PLAIN TALKS



NOVEMBER 1931



Something for which to be Thankful

The longer I am associated with you the prouder I am to be one of you.

I have just received reports on your response in two communities—Beaumont and Port Arthur—to the Community Chest.

In both cities every employee contributed.

In both cities our organization as a whole contributed more generously than ever before.

The average in Beaumont last year was \$5.30 per employee. This year the average is \$7.70.

Port Arthur has reported similar evidence of generosity on your part.

While I do not have figures for other communities I am sure that each and every local group gave generously.

And on Thanksgiving Day, when I add up my "blessings," the fact that it has been, and is my privilege to be associated with an organization made up of such splendid women and men will add immeasurably to the total.

Tom Walker

Reviewing the Ads

With a Clipping from Watt-Not

Have you been reading the series of newspaper advertisements relative to the low cost of electricity which have been appearing in the newspapers and bulletin boards throughout our properties? Our success in this educate-the-public campaign depends largely upon you, and you owe it to yourself as well as your company to be able to discuss such matters intelligently. If you have not already done so, go back through your newspapers and read these advertisements.

The following is a clipping from WATT-NOT, official publication of the Women's Committee:

"If you have been reading the daily papers and the office bulletin boards, you no doubt have seen some of the series of educational ads which our company has been running the past few weeks. These ads are also running in the weekly papers of the smaller towns. They are written up in a most dignified and attractive style and are designed to bring to the attention of the general public some of the facts regarding the electric industry that are apt to be overlooked.

Ad No. 1 reveals the fact that "IT TAKES REVENUE FROM HALF THE HOMES WE SERVE TO PAY TAXES." How many of us even suspected that? Yes, we have about 30,000 homes on our lines and the revenue derived from half of them or 14,127, goes back to the public in the form of taxes.

Ad No. 2 informs us that "light bills" are "ALMOST AS EXTINCT AS THE DODO BIRD." That is exactly right, for scarce is the home today in which electricity is used for lighting only. It is

not fair to speak of "light bills" when speaking of the charge for refrigeration, cooking, washing clothes, running the radio, fans, vacuum cleaner, small appliances, etc., in addition to lighting. It's old-fashioned to speak of "light bills."

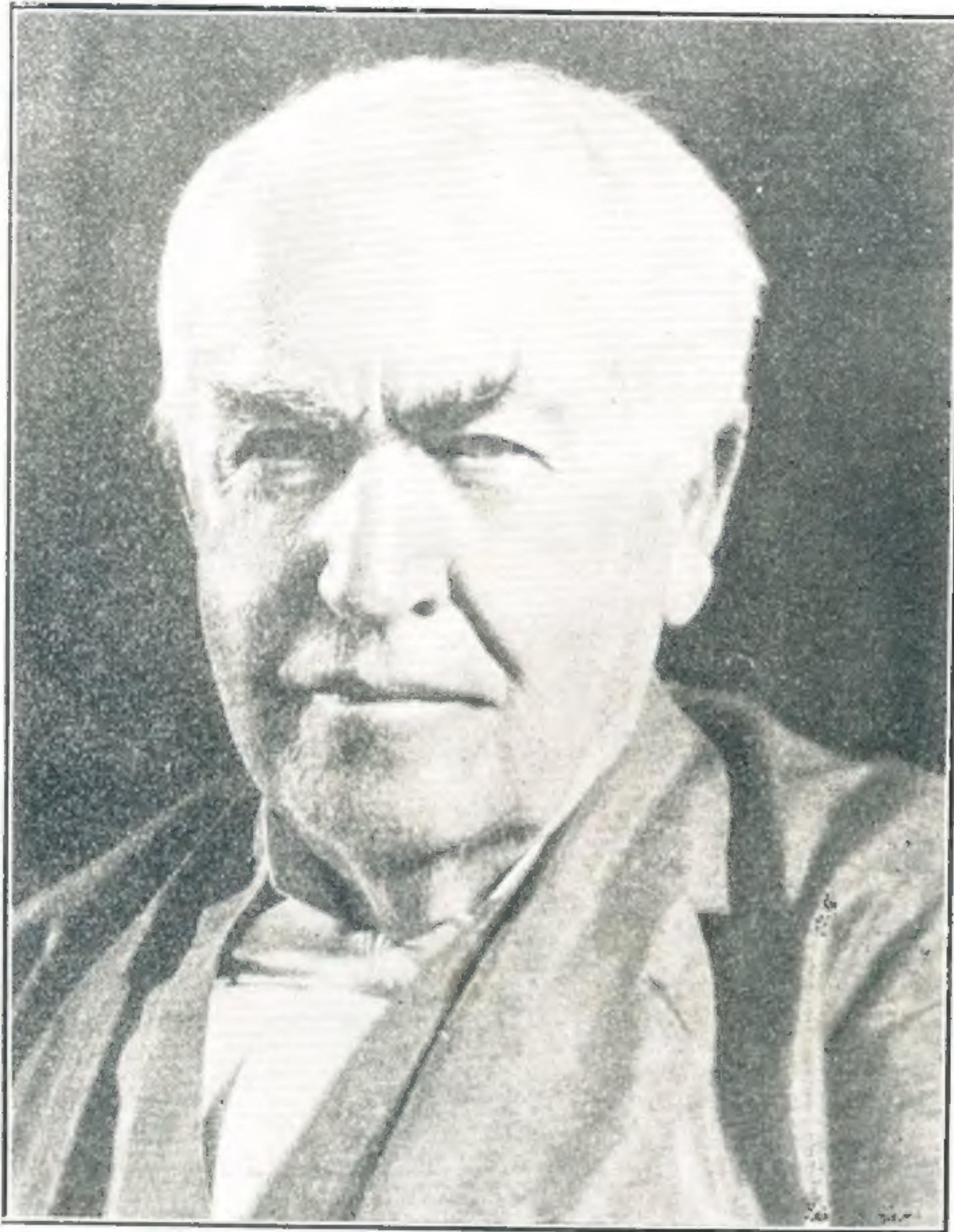
Ad No. 3 reminds us that the price of electricity to the consumer is "LEADING THE PARADE" of prices downward. Many commodities are making a big flare about their recent drop in price but electricity has been dropping steadily since before the war and was never increased as were these other commodities.

Ad No. 4 suggests that "PERHAPS WE HAVE BEEN TOO MODEST" in telling the public about just how low electric service is priced. Other businesses think it necessary to shout about their new low prices so we really should tell the Public that they are getting electricity at rates that are from 25 to 50 per cent lower than before the War, and that these prices never went up when everything else was contributing to the High Cost of Living.

Ad No. 5—"SO VERY IMPORTANT--YET SO INSIGNIFICANT"—This ad reminds us how very trivial are the actual amounts we pay for the various services we get from electricity. For instance, "the illumination by which you read your newspaper costs but a small fraction of the price of that paper; the money spent for one cold drink will pay for cleaning your rugs with an electric vacuum cleaner for a whole month."

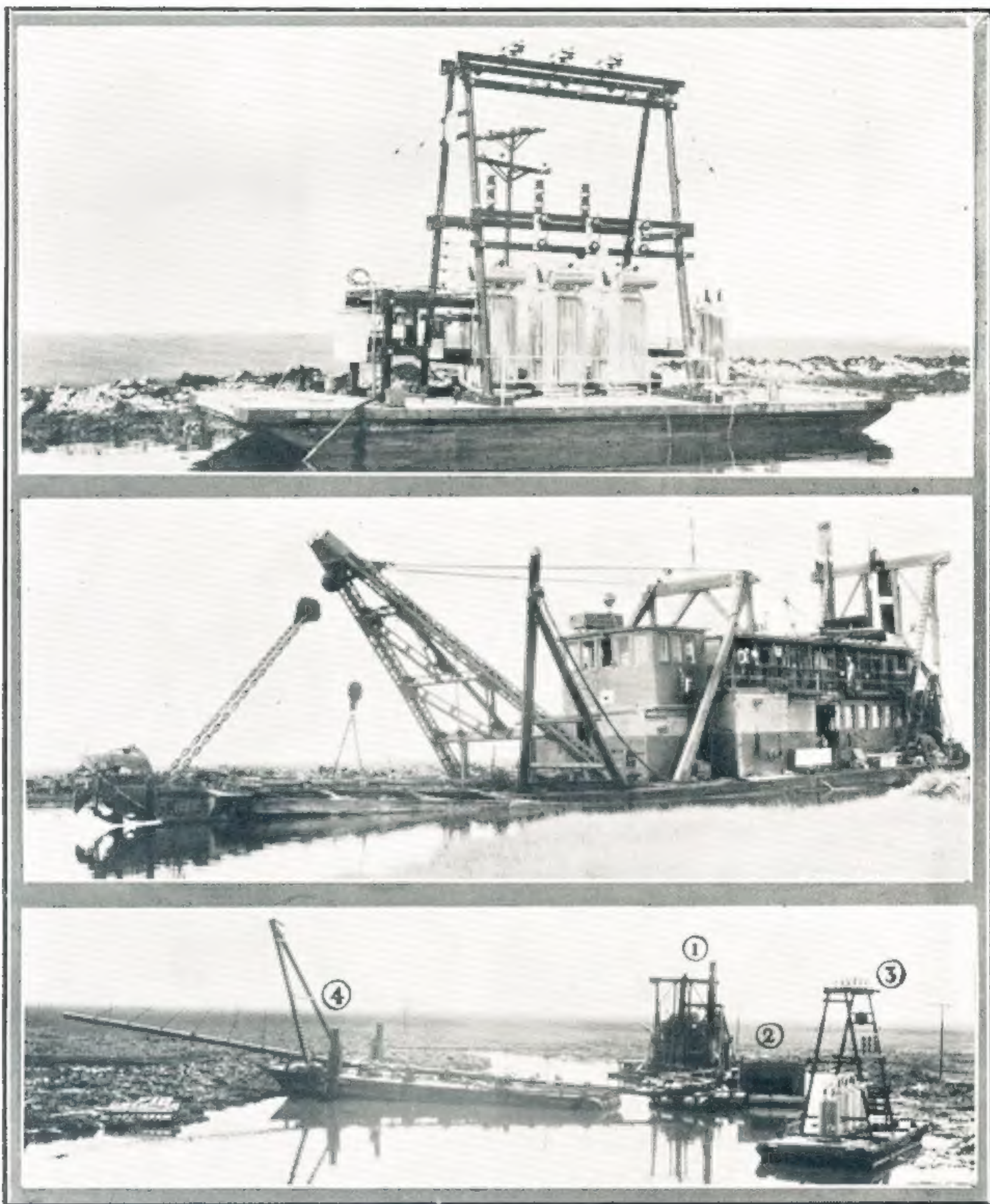
Every girl working for this Company should study this series of ads and be familiar with the facts they present so that she will not only realize these things herself, but will be able to pass them on and explain them to those outside the electrical industry who are so often misinformed.

This information in this form is most timely because the electrical industry is being attacked from all sides today, and ignorance is one of the worst enemies we have to combat to win justice for our cause."



THOMAS ALVA EDISON
1847 - 1931

"He led no armies into battle--he conquered no countries--he enslaved no peoples--yet he wielded a power the magnitude of which no warrior ever dreamed. He commanded a devotion more sweeping in scope, more world-wide than any other living man--a devotion rooted deep in human gratitude, and untinged by bias or race, color, religion or politics."



In the last issue of Plain Talks we told you that the Port Arthur-High Island link in the Intra-Coastal canal would be dredged "electrically." Here are some Ward Jaycox photos of the dredge on the job. Top—the transformer barge. Note connection with pole, and submarine cable dropping off end of barge connecting with dredge. Middle—the dredge "Windham" of the Standard Dredging Co. If you look closely you may identify C. F. Terrell, A. R. Watson and H. E. Braunig at the rail. Bottom—1. The dredge. 2. The submarine cable-reel barge. 3. The transformer barge. 4. The discharge pipe from dredge.

Your Health and Your Earning Power

"Your Health and Your Earning Power," 180 pages, illustrated. Published by the National Electric Light Association, 420 Lexington Avenue, New York City. Price, 50 cents paper bound, 65 cents cloth. Employees desiring copies of this book will kindly order from Fred Johnson, Gulf States Utilities Co., Beaumont, Texas.

This book, which has been prepared by the Health Promotion and First Aid Subcommittee, Public Relations National Section of the National Electric Light Association, emphasizes the fact that a very large percentage of human illness is due to indifference or ignorance or both and is easily preventable. Calling attention in the foreword to government reports which state that the wage earners of the country lose through illness 250 million working days each year; that the average man loses through illness one week out of each year; that the average woman loses through illness one and one-half weeks each year; and that on an average day, one person out of each fifty of our population is ill, the authors state that this "is an amazing condition, and one which is greatly to our discredit."

Chapter I describes, in simple language, the mechanism and structures of the human body and, while brief, might very well serve as an excellent text on physiology. Chapter II takes up the question of food and the process of living, classifying foods, discussing the quantity of foods which should be eaten and balanced diets, concluding with general direction as to diet.

Chapter III deals with correct living habits including such subjects as mental attitude, periodic health examinations, exercise, posture, rest and sleep, relaxation, recreation, value of sunlight and fresh air; while the next chapter discusses personal hygiene. From this point on the authors go into some detail as to disease prevention, first aid in sickness, care of the patient and first aid to the injured.

One of the most interesting features of the book is a detailed description of the Prone Pressure Method of Resuscitation in cases of gas poisoning, electric shock, and drowning, with instructions for its application even if the patient appears dead. This method, which was first put forward by Sir Edward Sharpey Schafer, F.R.S., in 1903, has been endorsed by a large number of corporations and national organizations, as well as by the United States Army, the United States Navy, and the U. S. Public Health Service. "Nothing supplants the method as the great life saving measure in gas poisoning, electric shock and drowning," says the committee, "and it may also be used in other emergencies which cause cessation of breathing."

The Prone Pressure method is a simple method for effecting artificial respiration which may be applied immediately under any circumstances and which requires no apparatus or equipment of any kind. The electric light and power industry has been promoting instruction in its application among employees of the member companies of the National Electric Light Association for years and the files of the association are filled with cases where its use has saved the lives of persons suffering from electric shock.

Your Health and Your Earning Power should be of inestimable value to anyone who has any regard for his or her health. Written in simple and understandable language it is a gold mine of information which, once acquired, should prevent many of the more common human ailments. Nothing in the book is expected or intended to take the place of professional medical or surgical care. As the committee says in the foreword, "a serious illness or injury calls for immediate attention, and a physician or surgeon should be consulted and treatment given in accordance with his advice. However, slight indispositions and minor injuries are much more common, and most of these cases are proper subjects for intelligent home treatment."

(Reprint of a Review in October, 1931 N. E. L. A. Bulletin.)

Andrews and Honsberger had Big Time at World Series

Saw Vanities and Follies in New York

Marcus Andrews, winner of last year's trip to the World Series, lucked out on the boys this year and made it two straight. The Edmundson Refrigerator Corp., distributor of General Electric Refrigerators, for two years has given this coveted prize to the lucky District Representative making his quota of sales for the season. Each sale of a General Electric Refrigerator over his quota entitled the District Representative to a chance at the free trip. At the close of the season this year, all of the chances of the various D.R.'s. were thrown into a box and the winner was determined when Mr. McChesney drew the first slip from the box.

Rod Honsberger, not to be outdone by losing after successfully beating his quota of sales both years, joined Andrews on the trip. They attended the third, fourth and fifth games in Philadelphia, and saw the great Pepper Martin do the things that we back home tried to imagine with the aid of a radio.

After the third game in Philadelphia, Rod and Marcus journeyed to New York City where they inspected the new Stone and Webster Building. The Vanities and Ziegfeld Follies were not overlooked during their brief sojourn in the city.

Washington was the next stop for our roving Texas D.R.'s. After visiting Mt. Vernon, Geo. Washington's old home on the Potomac, and seeing Maryland beat the Navy, they headed South for home.



Edmundson's Party

On October 10th, Mr. E. B. Edmundson of Edmundson Refrigerator Corporation, was host at his annual party at Houston Yacht Club to approximately fifty G. S. U. employees who participated in the G. E. Refrigerator contest this

year. Mr. Edmundson has given this party for members of our Commercial Department in recognition of the fine record in G. E. Refrigerator sales which they have made. Needless to say, a great big time was had by all.



This Year's Crop of Fairs

Gulf States Utilities Company participated in the following fourteen East Texas and Southwest Louisiana Fairs this year:

Robertson County Fair at Franklin.
Montgomery County Fair at Conroe.
Madison County Fair at Madisonville.
Walker County Fair at Huntsville.
Brazos County Fair at Bryan.
Burleson County Fair at Caldwell.
Trinity County Fair at Groveton.
Grimes County Fair at Anderson.
South Texas State Fair at Beaumont.
Liberty County Fair at Liberty.
Jasper County Fair at Jasper.
Hardin County Fair at Silsbee.
Jeff Davis Parish Fair at Jennings.
Calcasieu-Cameron Parish Fair at Sulphur.



Indoor Baseball League Formed

Under the leadership of Fred Johnson, approximately one hundred and fifty employees from all departments in the Beaumont and Port Arthur offices have organized an indoor baseball league. There are six teams representing the Accounting, Commercial, Distribution, Production and Railway Departments of Beaumont and a team from Port Arthur made up from all departments. A series of ten games which is split into two five-game series is to be played. Three games are played every Tuesday night at the Beaumont Y. M. C. A.

The Accounting Department team finished in first place at the close of the first half of the series with Port Arthur in second place.

Beaumont Division

Jane Adams Presides at Dallas Meet

Jane Adams, Division Chairman of the Women's Committee of N. E. L. A., presided at a meeting of State Chairmen at the Baker Hotel in Dallas, September 26th.

At this meeting, it was decided to renew the Efficiency Contest in which the states of Oklahoma, Texas, Arkansas, Mississippi and Louisiana will participate. The Women's Committees in each State are responsible for the success of their respective States in the contest. Perfect attendance at meetings, public contacts, sale of merchandise, and earning of safety certificates are four ways in which all members of the Committees can earn points in the contest.



Women Organize First Aid Teams

Mary Lilyerstrom, Chairman of Beaumont's Women's Committee, announces the organization of four First Aid Teams. Team No. 1: Agnes Armistead, Dorothy White, Ruby Ray Ridley, Ruth Wilbanks, Alice Lyons, and Mary Lilyerstrom. Team No. 2: Dorothy Stahl, Gladys Spell, Doris Futch, Helen Jones, Estelle Pipkin and Opal Mauldin. Team No. 3: Delscie Miles, Ruth Morgan, Docia Moore, Frances Emmer, Ada Shaddock, and Mary Lena Nall. Team No. 4: Muriel Lamkin, Marie Stagg, Imogene Davis, Pearl Krauel, Irene Sullivan, and Izene Rouse.

The teams will meet soon for the election of captains.



Accounting Department News

Jimmie Linnehan has returned from Boston where he spent his vacation with relatives and friends. Jimmie saw many

of his old friends in the Boston office among them being Charley Brann, former Superintendent of Navasota Division, who is now Manager of the Abington and Rockland property.

Glenn Richard (pronounced Re-shard east of the Sabine but just plain Richard in Beaumont) has been transferred from Lake Charles to the Beaumont office where he is engaged in statistical work. Glad to have you with us, Glenn.

We wish to extend our sympathy to S. A. Brulard upon the death of his wife, October 1st, 1931.



Electric Party

Step right up and meet the two new additions to our big family, Winnie and Stowell, Texas. These two progressive communities are now receiving dependable electric service.

Shortly after our line to Winnie and Stowell was made "hot", District Representative Ernest Little arranged with Mrs. F. M. White, one of his new customers, to give an "Electric Party." A Westinghouse Electric Range and a General Electric Refrigerator were installed in Mrs. White's home and our Home Economist, Mary Lena Nall, got busy. With the assistance of the electric range and refrigerator, she prepared a delightful meal for thirty-six guests. From late afternoon until 8 P. M. the guests enjoyed games, after which an electric percolator and electric cigar lighter were awarded as prizes.

Keen interest was manifested in the appliances and the guests were loud in their praise of the electrically prepared food.



Sales Department Items

Miss Mary Lena Nall was called to Waxahachie the early part of October on account of the death of her niece.

W. P. Richardson of the Repair Department spent a few days in Houston last month . . . visiting a "certain friend."

A. W. Krueger was ill during the latter part of October. He was missed around the office for several days.

We were all grieved to learn of the death of Mrs. Lula Little, mother of District Representative Ernest Little, on November 1st.



Liberty and Dayton Gossip

Mr. Brady won the credit for being the champion golf player in Liberty County at a recent tournament held here.

Curtis Lusk, Dayton service man, became the proud father of an eight pound boy on September 11.

V. L. Beagle, Dayton cashier, has been making frequent week end trips to Beaumont. We suspect that it won't be long now!

The news has just leaked out as to why Henry Schroeder, Andrew Nance and Bill Grossie have quit fishing. They invited a skeptical game warden to measure their catch. They had some that measured 6 7-8 inches and the limit is 7 inches. Did they get stuck—and how!

Every week end for over a year our D. R., C. E. Taylor, went to Orange, Texas, religiously. We of course did not know the excuse until about one month ago when he brought her to Liberty and introduced her as Mrs. Taylor. They were married on September 12, at Orange, and spent their honeymoon in San Antonio, Beaumont, and Orange. Congratulations.



Jasper Jabber

During the month of September 1931, Jasper produced more Kw-h. than ever before in the history of the plant.

George Schluntz, recently transferred to Jasper from Orange, told us confidentially that he was going to give old Bogie a fit in November.

J. D. Broaddus, Operator in the Power Plant, has been in bed the past week with a case of the Flu and as a result we see the Chief Engineer, M. P. Jefferson, working 16 hours per day instead of 8; we feel that Broaddus' recovery will be a relief to both.

R. D. Murph, Superintendent and Weather Prophet at Jasper says; "Fair and Colder." Meaning, of course, he has cast aside the straw hat which he has worn for the past nine months and we took the rest for granted.

Mr. Shrigley recently paid us a visit to audit the Jasper Office. We hope he enjoyed his visit. We are always glad to see him even though his visits are strictly business.



Silsbee Topics

Letha Pearl Holland took her vacation during the first part of October and reports that she enjoyed it very much.

The Hardin County Fair began October 21 and lasted through the 24th. The Fair was a big success and Gulf States had a very attractive booth, displaying the ideal kitchen. In this we had the Westinghouse Range, G. E. Refrigerator, Sepco water heater and Automatic Washer.

A big event of the Fair was the Queen's Ball on Saturday night, the 24th, with Brandy's Singing Orchestra furnishing the music.

Alvord Sherman of the Beaumont office spent two weeks vacation with relatives and friends in Richmond, Va. and Washington, D. C.



Fred Johnson's boys, Brother and Fred, Jr. Fred misunderstood the cameraman when he said smile.

Louisiana Division



\$1,700,000.00 Dock Facilities Mark Progress of Lake Charles

There is a big program now in progress to double the local port size which is the result of necessity created by increased shipping. When the wharves now under construction are completed there will be ten acres of covered floor space. This shows remarkable progress since July of 1925 when a bond issue of \$500,000.00 was voted for the first wharf and terminal facilities.

The formal opening of the port was on November 30, 1926, when the first unit was completed. The business of the port developed so rapidly that on May 1, 1927 a second bond issue of \$500,000.00 was voted to construct unit No. 2, thereby doubling the port facilities. Heavy cargo demands on the port soon proved the facilities to be inadequate thereby resulting in construction of unit No. 3 which will be larger than units No. 1 and No. 2 combined.

The terminal railway connecting with the three trunk lines of Lake Charles will have about 8 miles of track and a yard for capacity of 100 cars. One of the trunk lines does all of the switching in the terminal under agreement with the other railroads and with the Port Officials. The double track line on

the wharf front facilitates direct transfer to freight between cars and vessels and permits the shifting of cars without interfering with the transfer work. There are two depressed tracks in the rear of the sheds set four feet below wharf level in order to permit unloading of box cars. On the shore side of the depressed tracks there will be constructed three storage tracks for storing railroad cars. All of the tracks described are property of the dock.

Considerable rice is brought to the docks by barges, therefore, facilities for unloading barges were included in the original plan of the docks. The rice movement up to the docks has been very heavy, most of it being handled by barge and truck lines. The cotton receipts to date exceeds 80,000 bales. Those two commodities with lumber and oil constitute the most important commodities handled.

This rapid expansion and heavy cargo demands quickly attracted industrial concerns to view the docks with interest. The Anderson-Clayton Company leased a site from the dock board and constructed a cotton compress and eight new warehouse units which gives them a total storage space for approximately 100,000 bales of cotton at one time. The company is now able to handle between 250,000 and 300,000 bales per season.

Other companies have leased property adjacent to the docks with plans of constructing additional compresses and one site is for a proposed cotton seed oil mill.

Our company has been kept busy extending our lines to serve the new dock units and industries that have been built and we look forward to a considerable increase in load. The possibilities of industrial expansion near the docks are immense and we are proud of our foresight in extending our 33 KV line to the docks in 1927 which gives us ample line capacity to take care of the increased load anticipated.



Production Piffle

After a honeymoon trip to points in Texas, Mr. and Mrs. R. W. McGowen are at home to their friends at 720 Kirby Street.

A. J. Verret and R. R. Sumrall motored to Orange, Texas on October 15th and visited George West at the Orange Plant.

The Meter Department has moved to its new location in the Power Plant Building and will soon be back to normal again.

C. H. Meeks was a business visitor in Elton, Jennings and Lake Arthur during the month of October.

Mrs. Ruby McClellan, our plant "Steno" says she is crazy about the Eugenie hat. That's right Ruby, stick up for your own rights.

W. M. Kurtz has been vacationing somewhere in Texas. Kinder hard to know just where, because Bill keeps such little things as this a secret, but that's alright Bill, just so you had a good time.

The Stone & Webster crew are progressing very nicely with their work in the Lake Charles Sub Station and in a short while they will have completed a very good piece of work.

The Production Department Personal Improvement Classes have been started again and attendance has been 100%. Company business and policies will be discussed and studied.

We are all very sorry to announce the death of J. C. Robichaux, which occurred in Kerrville, Texas, October 20th. Mr. Robichaux had been connected with the Company for several years and was engaged in electrical work in Lake Charles up to the time he became ill, two years ago. We all wish to extend our sympathy to the bereaved family.



Sales Slants

Our company booth at the Calcasieu-Cameron Fair, was very attractive this year. M. V. Marie was in charge and Mrs. Francis Ferguson conducted daily demonstrations of the electric range and electric refrigerator. Many visitors called during the Fair.

Much interest and enthusiasm is being shown by members of our department in the Educational Classes which have just recently been organized.

During the month of October we held Cooking Classes for our Salesmen and District Representatives. The Cooking was done by Speedy Powell, Pucho Marie, Iso Linnens, Kerfatchie Fisher and Washer Pearce. The meals prepared by these boys were thoroughly enjoyed by all members of the department.

Ruth Landry reported to the office recently with a black and blue mark on her neck. She said that an insect had bitten her. However, after a close inspection by Sug Goen, (who knows from experience) it was determined that the mark was not due to the cause as stated above.

H. P. (High Pressure) Pearce has started a clean up campaign. He got well underway this month by selling five washing machines.

Sue, our Sales Steno, is frequently seen riding on an ice truck. No, she isn't an ice girl—just a nice girl.

Frank Dyke of Beaumont spent a few days of his vacation with us last month.

Fred Johnson also paid us a short and snappy visit last month. Glad to have you Fred—come again.

We received an interesting letter from D. W. Edwards, former member of our department, telling us of a deer hunt he went on. Ed had the good luck to bag a couple of bucks.

Jennings Fisher, our star salesman failed to sell his surgeon on the idea that he, Fisher, didn't have appendicitis, and as a result, was put under the knife at St. Patricks Sanitarium on the night of November 2nd. Fisher, having his duties at heart even at such a crucial time, has devoted his days of convalescence to the planning of a vigorous sales campaign which he is to launch as soon as he has recovered sufficiently.

It has been reported that Vernon Marie has gone over into Texas somewhere to be "cliniced." Could it be that insidious tyrotoxinology? With all seriousness, "Poucho," we do hope it was nothing to be alarmed about.

With the opening of a 30-day duck season on the sixteenth of November, we find Dick, Henry, Frank and Sproule (maybe) putting the rods and flies away and greasing up the heavier artillery.

After hob-nobbing with folks and friends for a week in Beaumont and points west, E. M. Linnens is back on the job again.



Accounting Accounts

With fall and winter weather just around the corner all those who still had a "day or two" vacation due them, took advantage of the balmy weather we have been having, and on checking up we find that the following people "went places":

Sam Serio to Beaumont to visit "the folks".

Herman Sockrider to Lafayette where he royally entertained the "Debs" of S. L. I.

Roy Deaton went to Alexandria for visiting and golfing.

Herman Hansen drove to Natchitoches to see "that certain party". Herman says its a long drive, but it's worth it.

Herbert Welsh and Louis Haxthausen climbed in the "Baby Whistle" and sailed away for Big Lake to indulge in some fishing. From all reports the trip was successful.

Miss May Thompson motored to Port Arthur recently where she was warmly welcomed by "the gang".

Port Arthur seems to be the point of interest these days. Joe Austin, it is rumored, headed his roadster that way too, not so long ago.

Herman Hansen and Wiley Bowden recently made a flying trip to Huntsville, Texas to visit Wiley's folks.

We surely were glad to have Glenn Richard of the Beaumont office with us for a day or two recently. Glenn was formerly located at Lake Charles. He and Miss Lillian Ferguson report that they had a delightful time checking over the contracts.

Sam Serio and Phil Allen spent a day in the Jennings office recently on business.



Combined Improvement Class

The Accounting and Sales Departments have organized a combined Personal Improvement Class, and, under the direction of R. T. Wright and D. W. Reeves, are holding weekly meetings. These meetings are being well attended and we all feel that we will benefit greatly from this educational work.



Rotarians Travel

R. T. Wright, L. A. Swann and Homer Kirkwood recently joined a party of Lake Charles business men and drove to DeRidder, La., where they attended an Inter-City get together meeting of the Rotary Club. They also went to the Beauregard Parish Fair which was going on at that time in DeRidder. Mr. Swann and Mr. Kirkwood attended a similar Rotary get together meeting at Eunice, La. last week.

Women's Committee Doings

The Girls' Safety Team plans an active program for the coming year and is going to take up a very instructive course in First Aid.

With the opening of the annual Efficiency Contest, five of the N. E. L. A. girls are again booking engagements for the presentation of the skit, "Wanted a Stenographer." The young ladies in the cast are Misses Ruth Landry, Estelle Bulloch, Eula Burgess, Lucille Burgess and Vera Griffin.

Another skit is to be given by Miss Sue Squires and Mrs. Elizabeth Gayle, and we hear that there is yet another one which will be ready for presentation some time in November. Is this an N. E. L. A. committee, or a Dramatic Club?

The monthly meeting of the Women's Committee was held October 28, and the main feature of the program was a talk by Miss Lillian Ferguson. She told us how and why women's committees were organized. Her talk was very interesting.



Jennings Jeers

The Educational Classes for employees have been resumed in the Jennings Division, and judging from the enthusiasm shown at the opening meeting the classes should be a great success this year. The classes will not be conducted this year by a Personnel Director, but will be supervised by various department heads who will assist the classes in conducting their own meetings.

Miss Mouton, our popular cashier who has been ill the last two weeks, has returned to work bringing with her all her old time pep and enthusiasm.

Mac: "You are sure my wife's tonsils should have been taken out when she was a girl?"

Doc: "Absolutely."

Mac: "Well, that being the case just send the bill to her father."

Mr. Morgan and Mr. Bell were recent visitors to the Jennings office.

John Mattingly, Jr. and family spent an enjoyable vacation in New Orleans.

We understand that Ralph McGowen has to rise at 5:30 A. M. now in order to successfully manage his extensive pecan industry.

Jack Chatelain, formerly of the Lake Charles office, has been transferred to the Jennings Division. We certainly are glad to have both Mr. and Mrs. Chatelain join the Jennings bunch, and extend you both a hearty welcome.

The Jennings office has issued a blanket challenge to the Lake Charles office to meet any foursome they may select in the old Scotch game of golf. As a preliminary Meisner and Stokes severely trounced the team of Comerford and Fisher of the Lake Charles office.

Miss Mouton attended the N. E. L. A. meeting in Lake Charles last week.

Quite a number of the Lake Charles office force attended the Lake Charles-Jennings football game last Saturday.

T. P. Comerford, C. F. Contois and C. H. Meeks of the Lake Charles office were Jennings visitors last week.

Mrs. Ralph McGowen, formerly Miss Dorothy Hoag, cashier of the Jennings office, resumed her old duties recently during the illness of Miss Lou Mouton. It seemed just like old times to have Dot back with us.



Jeff Davis Parish Fair

The Jeff Davis Parish Fair was held in Jennings on the fourth, fifth, sixth and seventh of this month, and a great crowd attended. Gulf States Utilities Co. had an attractive booth, the decoration work being handled by Mattingly and Bruce of the Sales Department. The Lake Charles Division Women's Committee of the N. E. L. A. assisted in demonstrating our equipment during fair week.

Farmer: "I see you've reduced the fine for speeding from \$10 to \$5."

Country Judge: "Yes, the motorists were beginning to slow up."

Navasota Division

Alvin Antics

Which line crew was it that came to the big City of Alvin (population fifteen hundred), went to the skating rink, and could not find their way back to the rooming house? Believe the distance was seven blocks, but of course they may not be accustomed to being out after dark.

Robert Peebles, Alvin's popular ice-salesman, is just completing his new home which is located a short distance out of town. Is it electrified? We'll tell the world it is—electric range, water pump and everything!

All the Alvin force is impatiently waiting for Bob's house-warming.



Conroe Chatter

Richard Wright, Operator, is spending his two weeks vacation with his parents at Hightower, Texas. We hear that he is killing plenty of squirrels.

Miss Ruth Hailey attended the Women's Committee meeting in Beaumont October 28th.

On September 18th, 19th and 20th all employees attended a camp at Grand Lake. Fishing, swimming, eating and African golf were enjoyed by all.

We have a new bridge located four miles east of Conroe called "Hereford's Bridge." The usual procedure for christening important bridges is for a large crowd to gather for a big barbecue, speech by the Governor, and make "whoopee" in general. However, this bridge was quietly christened by a few from the Navasota office. A beautiful floral offering of cabbage leaves and garlic was sent by Diddy Welch.

R. C. Wakefield and I. F. Daniel attended Mr. Edmundson's party at the Houston Yacht Club on the night of October 10th.

H. J. Sisco, has been in the Utility business fourteen months and to date no one has known him to work up a sweat.

Swimming Parties and Acrobatic Stunts Done Nicely

For Information See

S. R. Hereford
Conroe, Texas



Navasota Gossip

W. P. Carroll, formerly an Operator in the Huntsville plant, was recently transferred to Navasota.

Jim Baird has been transferred from Dayton and is now operator in the Navasota plant.

V. H. Francis, formerly District Superintendent of the Western Public Service Company at Navasota and now connected with the Baker Ice Machine Company, Fort Worth, recently visited in the Navasota Division Office.

R. E. Tucker, Office Engineer in the Navasota Division Office, has been transferred to the Neches Station, Beaumont, and L. R. Eddins, Chief Engineer at Navasota, has taken over Mr. Tucker's duties.

The law suit of L. C. McClurkin vs. the Security Union Insurance Company, which has been pending for approximately four years, has been finally settled in Mr. McClurkin's favor. His friends in the Navasota Division were pleased to learn of this decision.

Kitty Keelan's friends will be interested to learn that she is studying aviation and has made her solo flight. Kitty was formerly employed in the Division Office at Navasota and is now working for E. A. Pierce & Company in Houston.



The Grimes County Fair which was held at Anderson, October 22, 23, and 24, was sponsored by the American Legion Post of Navasota. They report that it was quite a success. There were large crowds in attendance each of the three days.

Our booth displayed Westinghouse Ranges, General Electric Refrigerators, Sepco water heaters, as well as numerous small appliances. An employee was in the booth at all times and the crowds seemed quite interested in our display. It took the combined efforts of all the local employees to put the booth in shape, and it is with pride that we announce that the total cost of the booth was a few cents under two dollars. Quite an achievement in these days of "repression", isn't it?

There's been lots of excitement up here over the various college football games. With so many A. & M. rooters it isn't hard to bet—and how!

The engineers and ice pullers at the plant are working longer shifts, due to vacations having started down there. But it doesn't cause any fuss because that coveted two weeks makes up for all those extra hours.

We enjoyed seeing Messers. Walker, McChesney, Braunig and Floyd up here recently. Come again soon, gentlemen.

Suppose we ask Diddy Welch what it means to have the Sheriff for a friend at a Carnival.

We had quite an interesting company meeting this month. The discussion centered around the new policies concerning range and water heater wiring.

Mr. and Mrs. Cuthrell Chatham of Montgomery are the proud parents of a baby girl. Mrs. Chatham will be remembered by most of us as Dovie Parker, who used to work in the Division office.

Judy Peterson got "rash" the other day. In fact, she's all "broke out" with it. Wonder if it could have been that Saturday night date from Huntsville?

During September a rural extension was built to serve Garner's Dairy. This makes the second dairy that has been completely electrified in Navasota. And the other day we took our electric fly catcher out there and you should have seen it work. Bet those flies are sorry the electrical industry is so far advanced!

Plans are under way for the annual Kiwanis "Fun Night". That's the night all the spooks and goblins run riot. At that time you wouldn't recognize our sober employees in their weird make-ups.

"Give Electrical Gifts"

In spite of all the talk we hear about "hard times," there will be just about as many folks giving Christmas gifts this year as there ever was, but instead of giving trinkets and doodads they will give practical things like clothing and household furnishings.

Right now is the time for us to start talking electric appliances for Christmas gifts. What could be more practical and more graciously received than an electric appliance that will relieve someone of a lot of hard work and trouble?

Remember, your success depends upon the success of your company, and there's no better way of assuring continued progress than by building up a substantial domestic load for our lines.

Port Arthur Division

Port Arthur Office Remodeled

Those who knew the old G.S.U. Co. in Port Arthur will be greatly surprised when they enter the new office now. After weeks of planning and scheming, plans were drawn up to completely rearrange and remodel the old office and the finished product is really a masterpiece. Besides having everything much more conveniently arranged, almost three times as much floor space has been provided for the display of merchandise. Many favorable comments have been received on the new arrangement and Port Arthur extends a cordial invitation to everyone to visit and inspect its new office.



New City Pumping Plants

Many of the company employees while visiting in Port Arthur might be interested in visiting the new City pumping plants at Del Mar and Lakeview which were built in conjunction with the seawall. In each of these plants there has been installed a 275 H.P. electric motor together with the most up-to-date and modern equipment. A 275 H.P. Diesel engine is used as an emergency unit in the Lakeview plant. The line serving these plants is a 4000 volt, 4-wire line of 4-0 copper, and required several months to construct. One big draw from one of the pumps is like sucking up a whole room full of water.



Just Plain Gossip

Mrs. Bessie Carter of the Commercial Department has just returned from her vacation and tells us she had a great time.

Speaking about namesakes, we noticed a little newspaper clipping that passed

over a certain desk in the Commercial Department the other morning. It read something like this: "Cecil Keith, great baseball star, again comes through for Houston." Ah, too bad they must commercialize baseball like this.

C. L. Davis, night mechanic at the car barn, is the proud daddy of a new daughter who arrived on October 23.

Wendell Dunham spent one week vacationing in Huntsville, visiting with friends and renewing old acquaintances.

The following remark was reported to have been made as a G.S.U. Co. ice wagon stopped in front of a certain residence in 3rd street the other morning. "Mother can we go play now, here comes the ice man."

G. L. Hagler is the name of the nice looking young (single) man in the Meter Department. Hagler was transferred to Port Arthur from Orange on Oct. 1 and we are glad to have him with us.

The entire Distribution Department extends it's sympathy to A. L. Allen who was so unfortunate as to get his leg broken while working in the marsh. We are glad to hear however, that he is recovering rapidly.

Jules Naquin, head of the Ice Department in Port Arthur has recently been appointed Post Commander of the American Legion here. Gulf States is proud of you Jules.

Stanley is still domino dizzy and says he'll be that way all winter. That looks bad for the rest of the would be domino sharks.

H. T. Smith has been in Nederland for the past three weeks relieving Mooch Ingerson who has been away on his vacation.



An Official Visit

During the past week Harry Rafferty and Shiek McGraw, big knowies of the Beaumont baseball team paid Port Arthur an official visit with regard to the

advance sale of tickets for the South Texas State Fair. Mr. Rafferty demonstrated his acrobatic ability by doing a complete reverse somersault from a stool to the floor, a distance of some 7 feet. The Accounting Department was really convinced that Harry is a real acrobat when they found that no bones were broken and that the only injury sustained was a little injured dignity.



Two First Aid Teams Organized

During the early part of October, the Distribution Department organized a class in First Aid work. This work is sponsored by the Red Cross and each man, upon completion of the course and after passing an examination, will be given a certificate in First Aid work. This work has proven very interesting and much interest is being evidenced by the class. Three very able instructors who have had experience in this work are conducting the class.

The girls of the Port Arthur Division also met in October and organized a class on First Aid work. They will meet every other Monday at 4:30 P. M. in the Ice Department building. Two captains were appointed and these two captains chose sides. The two captains are Misses Theresa Kaper and Thelma Caughlin. Each captain is to have charge of every other meeting. The second meeting was taken up with talks and demonstrations of the Prone Pressure Method of Resuscitation. Mr. Hagler and Mr. Hughes demonstrated this method to the girls. The third meeting was in the form of a practice meeting and the girls learned how to apply the Prone Pressure Method of Resuscitation by actual practice.

Y. L. Hughes and several of the other boys who are taking the first aid course are passing the information on to the girl's class. During a recent meeting in which Hughes was demonstrating the Prone Pressure Method of Resuscitation, Theresa Kaper and Maude Hilderbrandt complained of rough treatment and of excessive tickling by the instructor.

Port Arthur Ball Club

The Port Arthur indoor baseball team has just finished a very successful first half, losing only one game, and finishing in second place. The boys are to be complimented for this splendid record which they have attained by hard work and practice and we feel confident that they will make an even better showing the second half. For information regarding the players, see Blackie DeCuir, Captain, or on matters pertaining to finances, how to place bets or the purchase price of players, see W. W. Phillips, Business Manager of the Club.



Transmission Line to Electric Dredge

G. P. Fillingame reports that work in the Transmission line that is being built through the marsh to service the electric dredge of the Standard Dredging Co. is progressing very nicely. Happy, Bully and the rest of the boys won't say much about it. They just kinda look mean if you mention the subject. We did learn, however, that the mosquitoes threw R. W. Matulik in an alligator hole the other day and that another man got marsh dizzy and fell overboard while enroute to work. Big Boy Homuth tells us he has made friends with the snakes and mosquitoes. All in all, the boys have made a good job of overcoming the obstacles and hardships of building a line through about the toughest piece of territory we've seen in quite a while. If we could hit this depression like they are hitting that job, we ought to deal it a terrible wallop.



THE RETORT COURTEOUS

Judge—"How far were you from this spot when these cars collided?"

Witness—"Twenty-two feet and nine inches."

Judge—"How do you know it was exactly that distance?"

Witness—"Because I measured it, thinking some fool might ask me the distance."

Transportation

New Low Accident Record

Since the last issue of "Plain Talks", the new all-time low accident record announced therein has been twice bettered. In August, the total number of accidents were 37, 33 for the Beaumont Division and 4 for Port Arthur.

It was then announced that in the future the Inspectors and Dispatchers would sponsor the monthly safety campaigns and when a new low accident record was established, all Inspectors and Dispatchers would be taken on the party given to the winning trainmen while Messrs. Singleton, Reidy, Gaines, Sheffield, and a few others would stay on the job to keep the system operating smoothly.

And now during the month of October, another low record has been hung up—a total of 35 accidents divided: Beaumont 32 and Port Arthur 3.

It sure looks like these boys just can't be stumped, for no matter how difficult the job is that is set before them, they somehow get it done in splendid fashion. Each of the above low records was considered unbeatable when it was established, but look at them now and "Plain Talks" predicts that before long the 35 record will be relegated to the dim limbo of broken records too.



Beaumont Day

Eastern Texas Electric Company co-operated with the Retail Merchants of Beaumont in putting over a second "Beaumont Day" on Thursday, October 29. All merchants advertised numerous bargains, and special attractions for the one day only, and between the hours of 9 - 11 A. M. and 1 - 3 P. M. fare boxes were taken down in every street car and bus on all in-bound trips and the riders carried free. All out-bound fares were collected as usual throughout the day.

Gold Star Men

The months of August, September, and October produced a fine crop of Gold Star men, as the following table shows:

BEAUMONT DIVISION

Name	Last Star Won	Total Stars
Bagley, J.	August	6
Smith, G. A.	"	9
Senters, J. A.	September	1
Gibson, T.	"	4
Beasley, R. M.	October	5
Crain, C. R.	"	2
Davis, G. N.	"	1
Hudler, L.	"	5
Kotulan, J.	"	2
Wolff, S. R.	"	1

PORT ARTHUR DIVISION

Davis, L. L.	August	1
Hebert, W. J.	October	3

Each star means twelve consecutive months of operation without a chargeable accident and Eastern Texas Electric Company is extremely proud of the wearers of these Gold Stars. In the Beaumont Division, there are now only seven men who have not won a Gold Star. Of the sixty who are wearing them:

3	men	have	won	9	stars
2	"	"	"	8	"
6	"	"	"	7	"
3	"	"	"	6	"
7	"	"	"	5	"
10	"	"	"	4	"
8	"	"	"	3	"
11	"	"	"	2	"
10	"	"	"	1	"

60

The Port Arthur Division has only been operated by Eastern Texas Electric Company since the spring of 1928, but in that time, of the 19 men who have won Gold Stars:

6	have	won	3	Stars
8	"	"	2	"
5	"	"	1	"

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P. E. McChesney Made Vice-President

This issue of Plain Talks would be incomplete without making a matter of record in these pages the election of P. E. McChesney as a vice-president of Gulf States Utilities Company at a meeting of the board of directors in September.

Mr. McChesney was founder and first editor of Plain Talks and although he long ago relinquished the editorship, he has continued to serve in the capacity of advisor. Plain Talks takes this, the first opportunity since the good news was received, to offer congratulations and best wishes.



Company Advertising Awarded First Prize

The advertising of Gulf States Utilities Company received first honors for August in the monthly rating of Stone and Webster companies by the McJunkin Advertising Company of Chicago, according to a report received as Plain Talks went to press. While we have ranked consistently near the top, with second and third ratings, this is the first time that first place has come our way. Mr. I. M. Tuteur, of the advertising agency, said in his report:

" . . . it is indeed gratifying to welcome a newcomer to first position in our contest . . . It is pleasing to me to note the high quality and character of the company's August advertising, its well-balanced and attractive appearance as a whole, and the general effectiveness and interesting appeal of the copy."



E. L. Robinson, Power Salesman, is seen strutting proudly around the office lately. At exactly 8:37 A. M. on November 18th he was made the father of a seven pound boy. Robin James Robinson is the newcomer's name.

Third National Employees Speaking Contest

The Public Speaking Committee of National Electric Light Association has announced two optional subjects for the third National Employees Speaking Contest, which is to be held in the early part of March, 1931.

"The Relations of Government and Business" and "The Electrical Industry as an Economic and Social Factor in America" are the two optional subjects for this year's contest which will be conducted in much the same manner as those of preceding years.

It will be remembered that Gulf States Utilities Company led the field in the number of entrants in last year's contest for the entire Southwestern Geographic Division, and, of course, we shall want to do equally as well if not better than we did last year.

Bulletins outlining the plans for this year's contest will reach all employees at an early date.



Tennis Tournament

The recent Tennis Tournament which was sponsored by and for Company employees of the Beaumont office was received with much enthusiasm as evidenced by the large number of contestants.

Thirty-two employees entered the men's singles and doubles. Ten were enrolled in the women's singles.

Clover South, Billing Department, was winner in the women's division. Honors went to A. C. Rosser, Accounting Department, in the men's singles, and Andy Poulson, Stenographic Department, and D. C. Storey, Engineering Department, in the men's doubles.



Mr. DeBard Our Guest

Davis M. DeBard, Executive Sales Engineer, Engineers Public Service Co., was our guest at the Beaumont office for several days during the latter part of October.

plain talks

A Record in Records

Our operators on street cars, buses and interurbans in Beaumont and Port Arthur have established and broken so many accident records in the last few months that it has been difficult to keep up with them.

Back in July they hung up a new low record of fifty eight accidents for the month—forty five in Beaumont and thirteen in Port Arthur, and no one thought they would ever get any lower than that. But since July, a new low has been established nearly every month, and now we find that those fellows have shoved the mark down to thirty five during October—thirty two for Beaumont and three for Port Arthur.

Accidents are costly—let's all help prevent them!



It's Time for This

Do your Christmas shopping early! Where have we heard that before? With all seriousness, let's give the Post Office Department a break this year and not wait until the last whistle blows before mailing our cards and gifts. You know how it is. Everybody seems to wait until a day or two before Christmas to do his shopping and there's the inevitable mad rush. Thousands of letters and packages are shoved through the Post Office windows right at the last minute. No wonder postmen get gray. Let's help them out this year.

November Plain Talks

The New Year's Issue

Time and tide wait for no man. And that old saying prompts Plain Talks to remind its readers that we are on the last lap of 1931. Now is the time for you to begin jotting down news items on your cuffs for the big New Year's issue of Plain Talks.

In spite of the memorandums which were mailed out to all superintendents a month or so in advance, news for the November issue came in reluctantly. Many of our offices were not represented at all.

You fellows who were sleeping on the job will have an opportunity to redeem yourselves in the New Year's issue. Get busy right now. Let's start things rolling.



Though business, right now, may be
just a bit slack,
The days of good business are sure to
come back.
But whining and growling at things
that are wrong,
And spreading dark rumors, won't
help things along.
It's no time for quitters, whose cour-
age is slight,
But action is needed—and fighters
who'll fight.
And those who are twiddling their
thumbs while they wait,
For times to get better—will lose—
sure as fate.

PLAIN TALKS

Vol. X

No. 6

P. E. McChesney
Advisor

K. E. Sutton
Editor

Frank Dyke, Associate Editor
Jack Gammage, Art Editor

Published by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Communities Served by Gulf States Utilites Company

TEXAS:

Alvin
Amelia
Anahuac
Anderson
Batson
Bryan
Beaumont
Bedias
Bremond
Caldwell
Calvert
Chester
Cleveland
Colmesneil
Conroe
Corrigan
Dayton
Devers
Dobbin
Franklin
Gause
George
Goodrich
Grayburg
Groveton
Hearne
Hempstead
Hillister
Hull-Daisetta
Huntsville
Independence
Iola
Jasper
Keelans
Kosse
Kountze
Leggett
Liberty
Lyons
Madisonville
Midway
Montgomery

Moscow
Navasota
Nederland
New Waverly
Nome
Normangee
North Zulch
Orange
Orangefield
Plantersville
Port Acres
Port Arthur
Port Neches
Raywood
Richards
Riverside
Roans Prairie
Rosedale
Saratoga
Shepherd
Shiro
Silsbee
Somerville
Sour Lake
Stoneham
Stowell
Terrels
Trinity
Urbana
Valley Junction
Vidor
Voth
Warren
Willis
Winnie
Woodlake

LOUISIANA

Anse La Butte
Arnaudville
Atchafalaya
Avery Island
Branch
Bristol

Brownsville
Cade
Cankton
Carencro
Cecelia
Delcambre
Duson
Edgerly
Egan
Elton
Estherwood
Evangeline
Fenton
Ged
Grand Coteau
Hackberry
Iota
Iowa
Jefferson Island
Jennings
Lacassine
Lake Arthur
Lake Charles
Leonville
Lockport
Maurice
Mermentau
Midland
Milton
Morse
Parks
Port Barre
Roanoke
Rycade Oil Field
Scott
Sulphur
Sunset
Thornwell
Weeks Island
Welsh
Westlake

ALMOST AS EXTINCT

AS THE DODO BIRD

HABITS are hard to shake. When we have done a certain thing in the same way year after year, we are apt to continue to do it in the same way unless something comes along to jolt us out of the rut.

"Light bills" are almost as extinct as the Dodo Bird but most of us go right on thinking and speaking of what we pay the electric company as a "light" bill. The light bill is now a bill for electric service. It includes, the chances are, electricity for the radio and some small appliances such as toaster, percolator and vacuum cleaner. Perhaps it includes electricity for washing our clothes and keeping our refrigerator cold. In summer, add fans.

Light is but one of many uses we find for electricity in our homes today. What we pay the electric company really is for entertainment, convenience, cleaning, cooking and so on. When we get out of the rut, and see how many services we receive for what we pay, we know that electricity is one of the cheapest things we can buy today. As a result of efficient management of the Gulf States Utilities Company, rates for electricity are 25 to 50 per cent lower in communities now served than they were under other management before the war.

GULF STATES
UTILITIES COMPANY

